



RECRUITMENT PACK

**CONTENT
CREATOR**

SEPTEMBER 2024

**HOPE
AND
HOMES
FOR
CHILDREN**



hopeandhomes.org

CONTENTS

- Letter from our Director of Global Marketing, Communications and Fundraising
- About Hope and Homes for Children
- Role profile and person specification
- Working at Hope and Homes for Children
- Next steps

Dear Applicant

We would like to invite you to help millions of separated children get Back to Family. Children belong in families, never in orphanages. Orphanages don't protect children, they harm them.

Put simply: the last thing an orphanage can provide is the first thing a child needs - someone to love them. And yet today, there are still an estimated 5.4 million children confined to orphanages around the world, with children still being taken from families and placed into orphanages on a daily basis when those families face poverty, discrimination and disability. Worst of all, an estimated 80% of children in orphanages aren't orphans at all. They have at least one living parent or close relative who could care for them with the right support.

For children without this option, there is always a better alternative than an orphanage. Children always belong in families. They need protection, encouragement, play, laughter and love. They need somewhere to call home and someone to love them. You can help us make this their reality.

As our Content Creator you'll become our organisation's go-to person for written content, with the creative flair, passion and urgency to produce and edit brilliantly written copy which strikes a chord with our target audiences.

Collaborating with colleagues across the organisation, you'll consistently craft compelling stories and content that create connection, mutual respect and empathy between our supporters and the children and families we support. Your writing skills will help us grab people's attention, change perspectives and raise vital funds. You'll be committed to authentic anti-racist storytelling, telling the whole story not a single story, amplifying people's own voices, and representing them with dignity, agency and hope. And you'll uphold our brand guidelines and tone of voice of being unapologetic, deeply human and alive with hope. You will also help create image and video elements for social media, help moderate and respond to comments on social media and have input into the content strategy of the organisation.

You will join a brave, can-do organisation and do work that matters, day in, day out. In the wake of the devastating crisis in Ukraine, our profile as an organisation was raised and our work became more relevant and more important than ever before. In 2024, we will build on this by making a significant investment in our public engagement work to position us for even greater success with our key audiences, including prospective corporate partners. You will be encouraged to think and act big, and you will be mandated and supported to make things happen. You will work with dedicated, passionate champions who take bold steps to inspire change.

If you believe every child belongs in a family then join us, as we consign orphanages to history.

Warmest regards

Toby Bourke

Toby Bourke

Director of Global Marketing Communications and Fundraising

About Us

For almost 30 years, hope has driven this organisation to fight for every child to feel the love of a safe, family home; and to inspire organisations around the world to close the doors of orphanages forever.

Because orphanages harm children.

More than half the children confined in orphanages around the world suffer violence of one form or another. That includes rape and torture from staff, people from outside who pay for access to them, and from other children they are confined with.

Orphanages regiment the lives of children and are unable to provide the intimate care that a family can, leading to alarming levels of neglect. The impact of this neglect is so severe in babies and young children that it harms their neurological development in ways that can have lifelong consequences.

Orphanages isolate children from their communities. Not only does this lead to stigma and prevent children from forming the support and friendship networks we all need, but it reduces transparency and scrutiny of what goes on behind the barred windows and metal doors. Because in the worst cases, orphanages traffic children into the sex industry or for their body parts.

The shocking truth is that these are almost always children who have, or could have, a family to look after them. To love them. But today, over 5.4 million children are trapped within institutions. It's not right and it must stop.

Since 1994, **Hope and Homes for Children** has been working to stop the institutionalisation of children. We're 200 people, in ten countries, inspiring organisations, including the UN, EU and governments around the world, to close the doors of orphanages forever. Instead, we fight for every child to feel the love and belonging of a safe family home.

As challenges get tougher, we work harder – with children, for children. Our care reform specialists set up community-based family support services. Our policy experts promote stronger child protection laws. And our skilled social workers work directly with children to keep families together, to reunite them, and to nurture new ones. Through national reform, we inspire global action.

And we'll continue. Transforming the system. Consigning orphanages to history. Until every child, everywhere, has the chance to thrive in a strong, supported family. Because children deserve better.

Our vision is a world in which children no longer suffer institutional care.

Our mission is to be the catalyst for the global elimination of institutional care for children.

Our aim is that by December 2030, worldwide, we will have achieved a consensus that orphanages are an unacceptable way of looking after children.

Our Impact

We've proven our approach is effective across a wide variety of contexts; moving children out of orphanages to safety, and reforming childcare systems from the top down to make family-based care the norm.

- In **Romania** we celebrated our 25th year in 2023 having contributed to reducing the number of children in institutions from 100,000 to 1,777.
- With our support, the government of **Bulgaria** is reforming its childcare protection system and committed to the closure of the final 4 institutions for children under three by 2025.
- In **Rwanda**, our strategic direction led to the first orphanage closure in the country. Now the government has agreed a national strategy to close all institutions and is on-track to be the first orphanage free country in Africa.
- In **South Africa** and **India**, our work demonstrated the value of family alternatives, influencing governments to expand orphanage closure programmes across these countries.
- In **Ukraine**, 48,000 children have benefitted directly from our assistance since the start of the war – 1,013 of these through direct case management to prevent separation.
- Our **Advocacy** team influenced governments on a new Resolution on the Rights of the Child, which led to 193 member states of the UN agreeing that for the first time in history orphanages need to be eliminated. At the Commonwealth level, we helped to secure the Kigali Declaration on Children's Care and Child Protection Reform. This text, agreed unanimously by the 54 countries of the Commonwealth, is a significant milestone to expand our advocacy influence and win cross-country commitment to care reform.



Our recent achievements

- We work across 10 countries. In 2023, we provided support to the **families of 9000 children** so that they can be safely cared for at home, preventing their placement into orphanages. We supported **500 children from orphanages** to safely transition into family and community-based care (including birth families, extended families, foster families, and small group homes). We built the skills and capacity of **3,000 child protection**

professionals to support children, close orphanages, and sustain the alternative care system. **7** orphanages were closed forever.

- In **South Africa**, as a result of our successful pilot project in Gauteng Province, the South African government committed to delivering a National Deinstitutionalisation policy and invited us to help draft it.
- In **Ukraine** the team overcame immense challenges to deliver humanitarian, psychological, and practical support in Kyiv and Dnipropetrovsk to 30,000 families with 52,000 children orphans. At the same time, we have been influencing the European Commission to make a full commitment to eliminating Ukraine's and **Moldova's** orphanages a condition of their accession as an EU member.
- In **Nepal**, authorities closed 2 children's homes in Kathmandu Valley and the Nepal government featured the elimination of orphanages in its five-year plan for the first time ever.
- In **Kenya**, our influence helped see the approval of the government's National Strategy for reform, and we hosted a high-level delegation from Nairobi in Rwanda to begin converting those plans into action. In 2023, we formally registered an office in Kenya.

Looking Ahead

Despite enormous challenges, we've never stopped fighting for what's right for children.

In the coming years, Rwanda, Bulgaria, Romania, and Moldova are on track to have closed ALL their orphanages. And we'll upscale our work across India, Nepal, South Africa, Kenya, and Ukraine to support overhauling their child care systems.

With UN and EU policies and funding now supporting family-based care, our attention will turn to ensuring that governments and international bodies make good on their commitment to children.

We launched our strategy and refreshed branding in 2022. With a greater focus on partnerships which catalyse greater change than we can achieve alone, we're gearing up for our biggest battle. Over the next 10 years, we're going to shift policy makers, business, and public opinion to the vital tipping point – recognising orphanages are an unacceptable way to care for children.

With our determination and the hope that has powered us for 30 years, we can achieve our vision of a world without orphanages.

Role Requirements	
Job Title:	Content Creator
Grade	3
Hours:	Full time – 37.5 hours / week
Location:	London or Salisbury with flexible and home working options for part of the week
Reports to:	Supporter Acquisition Manager
Responsible for:	N/A
Role Purpose and Role Dimensions:	<p>Our words and images can make the difference between a child experiencing a safe, loving childhood, and growing up in an orphanage.</p> <p>Each message that hits home has the power to change the hearts and minds of donors and decision-makers – people who will help us raise vital funds, close orphanage doors forever, and stop children suffering.</p> <p>As our Content Creator you'll become our organisation's go-to person for written content, with the creative flair, passion and urgency to produce and edit brilliantly written copy which strikes a chord with our target audiences.</p> <p>Collaborating with colleagues across the organisation, you'll consistently craft compelling stories and content that create connection, mutual respect and empathy between our supporters and the children and families we support. Your writing skills will help us grab people's attention, change perspectives and raise vital funds. You'll be committed to authentic anti-racist storytelling, amplifying people's own voices, and representing them with dignity, agency and hope. And you'll uphold our brand guidelines and tone of voice of being unapologetic, deeply human and alive with hope.</p> <p>You will also help create image and video elements for social media, help moderate and respond to comments on social media and have input into the content strategy of the organisation.</p>
Key External Contacts:	People we support, external colleagues in civil society, ambassadors, social audiences
Key Internal Contacts:	All colleagues in the Marketing, Communications and Fundraising teams; Advocacy team; Resources and International Programmes teams; CEO, Senior Management Team
Financial Dimensions:	Responsible for managing own activities within agreed campaign and project budgets

Key Areas for Decision Making:	<p>Campaign-led content creation to brief and deadline</p> <p>Organisational editorial voice and brand guardianship within our messaging</p> <p>Spotting gaps in our content, and recommending content that meets those needs</p>	
Other Considerations:	<p>Occasional travel required to Salisbury and / or London offices for team meetings.</p> <p>Some out of office or office hours work may be required from time to time.</p> <p>May be required to undertake extremely occasional international travel.</p> <p>This role is subject to a DBS check.</p>	
Key Responsibilities	Key Elements	% of Time
Writing and editing	<ul style="list-style-type: none"> • Conceptualise, write and create high quality stories and content for multiple channels such as webpages, blogs, video scripts and social media posts, advertisements and eDMs, and print materials such as direct mail letters, leaflets, donate forms, and articles for our bi-annual magazine • Prepare written materials to brief as part of key campaigns or appeals • Ensure all content is story-led, amplifying people’s voices and representing them with dignity, agency and hope • Uphold our brand tone of voice of being deeply human and alive with hope • Spot gaps in our content, and recommend content that meets those needs – from existing sources and conversations with relevant colleagues • Undertake high quality research, collecting and collating complex information and turning it into accurate and engaging copy • Become a business partner to other teams, by co-creating and editing written work that is high quality, representing the families we support with dignity and agency, and in our brand tone-of-voice • Share constructive feedback with colleagues to help them develop their writing skills and ability to write in our brand tone of voice • Monitor, moderate and respond to social media comments as part of the team 	60%
Story and image post-production	<ul style="list-style-type: none"> • Help research, identify, plan and commission high-quality stories and visual content for use across multiple channels and audiences in UK • Collaborate in post-production, including writing photo captions, fact-checking, writing up stories and interviews, writing up contextual programme info and formatting content as requested 	25%

	<ul style="list-style-type: none"> • Help catalogue all incoming content, documenting key info including story type, themes, pseudonyms, use restrictions and consent expiry dates • Assist with managing content schedules and keeping post-production timelines on track • Create visual and video content to accompany stories 	
DAM management	<ul style="list-style-type: none"> • Identify story and content gaps to feed into content-gathering plans • Assist with uploading existing and new collections of photos, captions and brand assets to HHC's digital asset management system (DAM), ensuring they've gone through the correct safeguarding, brand and accuracy checks • Help implement the rollout of the DAM to relevant international country programme staff from 10 countries and provide ongoing support 	10%
Play an active role in the Public Engagement, MCF and wider Hope and Homes for Children teams	<ul style="list-style-type: none"> • Play an active role in the Public Engagement, MCF and wider Hope and Homes for Children teams • Work as part of the MCF team to champion and proactively progress the delivery of our organisational strategy, through your active contribution to delivering the MCF strategic plan • Take responsibility for identifying opportunities and addressing or where appropriate, escalating the need to address barriers to success as part of your own and wider team efforts • In line with your specific role requirements, expertly use our organisational tools to preserve organisational memory by ensuring records accurately reflect all relevant information about our interaction with and understanding of our supporters and collaborators • Apply appropriate project management principles and practice to your work independently and with others to enhance the successful delivery of projects and activities, ensuring monitoring, evaluation and learning to optimise future investments • Operate as a brand ambassador for us, equipping yourself with the knowledge and understanding to be able to confidently and competently represent us in all settings • Keep up to date with the Marketing, Communications and Fundraising landscape and relevant codes of practice and legislation related to your own and our wider work • Identify your own learning and development needs and proactively engage your manager in assessing and agreeing the necessary support and approach to equipping you to deliver in your role successfully • Play an active role in fostering a culture of commitment to our vision, mission, values and People Plan 	5%

PERSON SPECIFICATION

Experience, knowledge and skills

Essential:

- Excellent copywriting skills and ability to adapt language and style to meet the needs of different channels and audiences while maintaining an accurate brand spirit and consistent tone of voice.
- Significant experience of working in a copywriting role, producing and editing compelling, story-led written content for both print and digital channels.
- Strong verbal and written communications skills, including experience building and maintaining good relationships inside and outside an organisation.
- Excellent attention to detail, able to spot typos, spelling mistakes, grammatical errors, incorrect facts and figures, out of date information, missing photo captions and credits etc.
- Knowledge and experience of ethical anti-racist storytelling best practice and a commitment to writing and reviewing all copy through a diversity, equity and inclusion lens.
- Experience using and/or administering a digital asset management system for managing collections of photos, images and stories for cross-organisational use.
- Strong organisational skills and ability to multitask and manage own workload.
- Strong interpersonal skills – assertive, collaborative, empathetic and self-aware.
- Problem-solving and sound decision-making skills, especially with limited time.
- Ability to manage or coordinate delegated projects and tasks.
- Adaptable and flexible, able to manage expectations and meet deadlines and rapidly changing priorities with a focus on delivery.
- Prepared to occasionally work outside of normal office hours when needed.

Desirable:

- Experience of producing direct marketing and fundraising copy.
- Experience of or interest in child protection.
- Some previous experience of commissioning or creating photography and video and interviewing / journalism.
- Knowledge and understanding of international development.
- Experience of working with fundraising or advocacy organisations or agencies.
- Knowledge and experience of integrating best practice SEO into digital content creation.
- Curious and inquisitive, eager to continually progress own knowledge, skills and abilities.

Working at Hope and Homes for Children

We currently employ over 200 people worldwide. Their diversity is at the heart of our remarkable, talented and successful teams. We have circa 50 members of staff based in the UK and the remainder based in Europe, Africa and Asia. Our work in the UK is supported by volunteers at the main UK office and a network of committed supporters and local fundraising groups who champion our work.

Our Marketing, Communications and Fundraising team has an incredible wealth of experience from across the corporate and charity sectors, including WaterAid, NSPCC, Marie Curie Cancer Care, Oxfam International, Bauer media, CRUK, Breakthrough Breast Cancer, Scope, The British Red Cross, Great Ormond Street Children's Hospital Fund and War Child.

Salary range: £30,000 to £35,000 per annum pro rata (including any payment for London Weighting) dependent on experience.

This contract is: Permanent

Hours: Full time - 37.5 hours per week

Location: Salisbury or London office with flexibility to work from home for part of the week.

Holiday entitlement: 25 days per year, plus UK bank holidays, pro rata. After two years, an additional day is awarded pro rata each year up to five years.

Our benefits: Hope and Homes for Children contributes 6% to its chosen workplace pension scheme when an employee contributes 4%

Generous flexible and home working practices.

Current Employee Assistance Programme

Enhanced sick pay, maternity and paternity pay

Modern UK office locations in both London and Salisbury

The probation period is: 6 months

Next steps

To apply, please upload your CV and a covering letter (500 words max) indicating why you're interested in joining us and (reflecting on the role profile) why you believe your skills and experience make you suitable for the role.

The final date for applications is 29 September 2024. However, we may close the vacancy early if we receive strong applications. So, don't delay, please get in touch if you have the right skills, experience and passion for our cause.

If you have any queries or you would like an informal discussion about this opportunity, please contact the HR team by email: recruitment@hopeandhomes.org and we'd be happy to help.

Important information relating to your application

- We will keep your personal data carefully and within the requirements of the General Data Protection Regulations. Our Privacy policy is available here: [Privacy Notice | Hope and Homes for Children](#)
- This post requires the post holder to have the right to work in the UK
- Hope and Homes for Children has a responsibility to ensure that the children it is working with are protected and kept safe from any harm resulting from their involvement with our organisation. This post may occasionally involve contact with children and/or access to personal and sensitive information about children. Therefore, the recruitment and selection process may include specific checks related to child protection issues.
- Hope and Homes for Children actively encourages equality and diversity and we look to recruit across age, gender, ethnicity and background as we believe diversity brings us closer to our mission of eliminating orphanages.

For more information about Hope and Homes for Children please visit our website at www.hopeandhomes.org.